

Application Serial No.: 09/251,480

Attorney Docket No. 031792-0311576 (24122-402)

In Response to Final Office Action mailed July 28, 2004

**This listing of claims will replace all prior versions and listings of claims in the Application.**

**LISTING OF CLAIMS:**

1.     *(Previously Presented)* A computer implemented method for providing access to incentives via a computer network, the computer network comprising at least one incentive host server and at least two network servers for providing a user with access to incentives from the incentive host server, comprising:

receiving, at a network server, an access request from a client device associated with the user;

transmitting a first identifier and a network server identifier (NID) corresponding to the access request to the incentive host server;

determining at the incentive host server available incentives using at least the first identifier and the NID, wherein the NID is used to identify available incentives in an incentive server database associated with the NID; and

transmitting information regarding the determined available incentives to the client device.

2.     *(Previously Presented)* The method of claim 1, wherein receiving the access request from the client device, includes:

receiving a request for a document stored at least in part on the network server.

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3.     ***(Previously Presented)*** The method of claim 1, further comprising:  
  
          determining whether an indication exists that the user subscribes to receive information associated with available incentives.
  
4.     ***(Previously Presented)*** The method of claim 3, wherein determining whether an indication exists that the user subscribes to receive information associated with available incentives, includes:  
  
          transmitting a subscriber request to the client device; and  
  
          receiving a response from the client device, including the first identifier.
  
5.     ***(Previously Presented)*** The method of claim 1, wherein transmitting the first identifier and the NID to the incentive host server includes:  
  
          transmitting an identifier corresponding to the client device to the incentive host server;  
  
and  
  
          transmitting a network server identifier corresponding to the network server.
  
6.     ***(Previously Presented)*** The method of claim 5, wherein determining available incentives, includes:  
  
          receiving incentive information reflecting a selection of incentives based on at least one of the identifier corresponding to the client device and the network server identifier corresponding to the network server.

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7. (*Previously Presented*) The method of claim 1, wherein the first identifier corresponds to the device associated with the user.

8. (*Currently Amended*) A computer-implemented method for providing access to incentives via a computer network, the computer network comprising at least one incentive host server and at least two network servers for providing a user with access to incentives from the incentive host server, comprising:

transmitting an access request to access one of the network servers in the network;

transmitting a first identifier and a network server identifier (NID) corresponding to the access request to the incentive host server; and

determining[[,]] available incentives using at least the first identifier and the NID, wherein an incentive host server identifies available incentives in an incentive server database associated with the NID.

9. (*Currently Amended*) The method of claim 8, wherein transmitting the access request to access one of the network server servers , includes:

providing a browser enabling a user to formulate and transmit the access request.

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10. (*Previously Presented*) The method of claim 8, wherein determining available incentives using at least the first identifier and the NID, includes:

receiving incentive information reflecting a server identification associated with the server, wherein the network server provides the NID to the incentive host server for identification of the incentive information.

11. (*Currently Amended*) A system for providing access to incentives via a computer network, the computer network comprising at least one incentive host server and at least two network servers for providing a user with access to incentives from the incentive host server, comprising:

access request receiving means for receiving, at a network server, an access request from a client device associated with at least one user;

identifying information transmitting means for transmitting a first identifier and a network server identifier (NID) corresponding to the access request to an incentive host server;

incentive information determining means for determining available incentives using the NID and the first identifier, wherein the NID is used to identify available incentives in an incentive server database associated with the NID; and

incentive transmitting means for transmitting information regarding the determined available incentives to the client device.

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12. ***(Previously Presented)*** The system of claim 11, wherein the access request receiving means includes:

partial document receiving means for receiving a request for a document stored at least in part on the network server.

13. ***(Previously Presented)*** The system of claim 11, wherein the identifying information transmitting means includes:

subscriber determining means for determining whether an indication exists that the user subscribes to receive information associated with available incentives.

14. ***(Previously Presented)*** The system of claim 13, wherein the subscriber determining means includes:

request transmitting means for transmitting a subscriber request to the client device; and response receiving means for receiving a response from the client device, including the first identifier.

15. ***(Previously Presented)*** The system of claim 11, wherein the identifying information transmitting means includes:

identification transmitting means for transmitting an identifier corresponding to the client device to the incentive host server and transmitting a network server identifier corresponding to the network server.

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16. (*Previously Presented*) The system of claim 15, wherein the incentive information determining means includes:

incentive obtaining means for obtaining incentive information reflecting a selection of incentives based on at least one of the network server identifier and the identifier corresponding to the client device.

17. (*Previously Presented*) The system of claim 11, wherein the incentive information determining means includes:

subscriber transmitting means for transmitting the identifier corresponding to the client device to the incentive host server.

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18. *(Previously Presented)* A system for providing access to incentives via a computer network, the computer network comprising at least one incentive host server and at least two network servers for providing a user with access to incentives from the incentive host server, comprising:

access request transmitting means for transmitting an access request to access a network server in the network;

user request receiving means for receiving a user request for a first identifier associated with the access request;

transmitting means for transmitting the first identifier and a network server identifier (NID) to the incentive host server; and

incentive information determining means for determining, in response to the access request, available incentives using the first identifier and the NID, wherein the incentive host server identifies available incentives associated with the NID.

19. *(Previously Presented)* The system of claim 18, wherein the access request transmitting means includes:

a browser for enabling a user to formulate and transmit the access request.

20. *(Previously Presented)* The system of claim 18, wherein the network server provides the NID to the incentive host server for identification of the incentive information.

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21. (*Currently Amended*) A system for distributing information in a network, comprising:

a host server having at least one of an incentive distribution module and an account creation module accessible to a plurality of users;

a plurality of network servers coupled to and selectively accessible to the host server for providing identifying information including a first identifier and ~~an NID~~ a network server identifier (NID) to the host server, wherein the identifying information is used by the incentive distribution module, at least in part, to identify available incentives associated with the NID; and

at least one client machine coupled to and selectively accessible to at least one of the plurality of network servers for accessing network documents, wherein when at least one user causes the at least one client machine to access one of the plurality of network servers, the accessed network server communicates with the host server to obtain data corresponding to the at least one user, and wherein the at least one client machine is adapted to present the data from the host to the at least one user.

22. (*Currently Amended*) The computer implemented method of claim 1, wherein the available incentives include coupons.

23. (*Currently Amended*) The computer implemented method of claim 1, wherein the available incentives include discounts.



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24.    ***(Currently Amended)*** The computer implemented method of claim 1, wherein the available incentives include awards.
25.    ***(Previously Presented)*** The computer implemented method of claim 8, wherein the available incentives include coupons.
26.    ***(Previously Presented)*** The computer implemented method of claim 8, wherein the available incentives include discounts.
27.    ***(Previously Presented)*** The computer implemented method of claim 8, wherein the available incentives include awards.
28.    ***(Previously Presented)*** The system of claim 11, wherein the available incentives include coupons.
29.    ***(Previously Presented)*** The system of claim 11, wherein the available incentives include discounts.
30.    ***(Previously Presented)*** The system of claim 11, wherein the available incentives include awards.

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31. (*Previously Presented*) The system of claim 21, wherein the available incentives include coupons.

32. (*Previously Presented*) The system of claim 21, wherein the available incentives include discounts.

33. (*Currently Amended*) The system of claim 21, wherein the available incentives include awards.

34. (*Currently Amended*) A computer-implemented method for providing coupons over a network, comprising:

receiving a request for a document associated with a network server from a client device;

receiving, by a host server, information regarding the document request, wherein the received information includes a network server identifier (NID) associated with the network server;

receiving, by the host server, a first identifier stored by the client device;

determining, at the host server, information regarding a set of one or more coupons from a plurality of coupons based at least in part on the NID and the first identifier; and

transmitting, to the client device, at least some of the information regarding the set of one or more coupons.

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35. ***(Previously Presented)*** The method of claim 34, further comprising:
- transmitting a request to the client device for information to create an account;
  - receiving, in response to the transmitted request, information regarding the account;
  - determining a first identifier; and
  - transmitting the determined first identifier to the client device.
36. ***(Previously Presented)*** The method of claim 35, wherein the step of transmitting a request to the client device for information to create the account further comprises transmitting a registration form; and
- wherein the step of receiving information regarding the account further comprises receiving information in response to the transmitted registration form.
37. ***(Previously Presented)*** The method of claim 36, wherein the account includes demographic information regarding a user.
38. ***(Previously Presented)*** The method of claim 34, wherein the requested document associated with the network server is stored, at least in part, on the network server.

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39. (*Previously Presented*) A computer-implemented method performed by an incentive host server for providing coupons over a network, comprising:

receiving information regarding a request from a client device for a document received at one of a plurality of network servers, wherein the information received by the incentive host server includes a network server identifier corresponding to the one of the plurality of network servers;

receiving a first identifier stored by the client device;

determining information regarding a set of one or more coupons from a plurality of coupons based at least in part on the network server identifier and the first identifier;

transmitting at least some of the information regarding the set of one or more coupons to the client device.

40. (*Previously Presented*) The method of claim 39, further comprising:

transmitting a request to the client device for information to create an account;

receiving, in response to the transmitted request, information regarding the account;

determining a first identifier; and

transmitting the first identifier to the client device.

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41. (*Currently Amended*) The method of claim 40, wherein the step of transmitting a request to the client device for information ~~regarding~~ to create the account further comprises transmitting a registration form; and wherein the step of receiving information regarding the account further comprises receiving information in response to the transmitted registration form.

42. (*Previously Presented*) The method of claim 41, wherein the account includes demographic information regarding a user.

43. (*Currently Amended*) The method of claim 39, wherein the requested document associated with the one of the plurality of network server servers is stored, at least in part, on the one of the plurality of network server servers.

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44. (*Currently Amended*) A system for providing coupons via a network, comprising:

- a client device associated for accessing the network;
- a plurality of network servers for providing web pages; [[and]]
- a host server storing information regarding a plurality of coupons; and

wherein the host server is capable of receiving a network server identifier associated with at least one of the network servers, receiving a first identifier stored on the client device, determining information regarding a set of one or more coupons from the plurality of coupons based at least in part on the network server identifier and the first identifier, and transmitting at least some of the determined information regarding the set of one or more coupons to the client device.

45. (*Previously Presented*) The system of claim 44, wherein the client device includes software capable of determining if the first identifier is stored on the client device; and

wherein the host server is further capable of transmitting a request to the client device for information to create an account, receiving from the client device, in response to the transmitted request, information regarding the account, determining the first identifier, and transmitting to the client device the first identifier.

46. (*Previously Presented*) The system of claim 45, wherein the host server is further capable of transmitting a registration form and receiving information from the client device in response to the transmitted registration form.

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47. (*Previously Presented*) The system of claim 45, wherein the account includes demographic information regarding a user.

48. (*Currently Amended*) A system for providing coupons over a network, comprising:  
one or more databases for storing information regarding a plurality of coupons, a plurality of first identifiers, and a plurality of network server identifiers; and  
one or more processors capable of performing a method comprising the steps of:  
receiving a request for information regarding one or more coupons, wherein the received request includes a network server identification associated with at least one network server;  
receiving a first identifier stored by the client device;  
determining information regarding one or more coupons based at least in part on the received network server identification and first identifier; and  
transmitting at least some of the determined information.

49. (*Currently Amended*) The system of claim 48, wherein the one or more processors are further capable of performing a method comprising the steps of:  
receiving a subscription request from a client device; and  
transmitting a first identifier to the client device such that the client device stores the first identifier.

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50. (*Currently Amended*) The system of claim 49, wherein the one or more processors are further capable of performing a method comprising the steps of transmitting a registration form to the client device; and receiving information from the client device in response to transmitting the registration form.

51. (*Previously Presented*) The system of claim 50, wherein the information received in response to transmitting the registration form includes information regarding a user.

52. (*Previously Presented*) A system, comprising:

means for receiving a request for a document from a client device, wherein the requested document is associated with a network server;

means for receiving information regarding the document request, wherein the received information includes a network server identifier associated with the network server;

means for receiving a first identifier stored by the client device;

means for determining information regarding a set of one or more coupons from a plurality of coupons based at least in part on the network server identifier and the first identifier;  
and

means for transmitting to the client device at least some of the information regarding the set of one or more coupons.



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53. *(Previously Presented)* A system, comprising:

means for receiving information regarding a request from a client device for a document received at one of a plurality of network servers, wherein the information includes a network server identifier associated with the network server;

means for receiving a first identifier stored by the client device;

means for determining information regarding a set of one or more coupons from a plurality of coupons based at least in part on the network server identifier and the first identifier;  
and

means for transmitting the information regarding the set of one or more coupons to the client device.

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54. (New) An incentive host server for use in an incentive network, the incentive network including the incentive host server and at least two incentive network servers, the incentive host server comprising:

an incentive database for storing incentives;

a registration module for receiving registration information from a client device, and for transmitting a Unique ID (UID) to the client device that submitted the registration information for storage on the client device to enable the UID to be subsequently used in connection with requesting incentives from any of the incentive network servers within the incentive network; and

an incentive determination module for:

- i) receiving a request for incentives from any of the incentive network servers;
- ii) receiving a UID and a Network ID (NID) associated with the request;
- iii) determining currently available incentives based on the UID and NID; and
- iv) transmitting information about the incentives determined to be currently available.

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55. (New) The incentive host server of claim 54, wherein the incentive determination module transmits information about the incentives determined to be currently available to a client device having the UID associated with the received request.

56. (New) The incentive host server of claim 54, wherein the incentive determination module transmits information about the incentives determined to be currently available to the incentive network server having the NID associated with the received request.

57. (New) An incentive network, comprising:

an incentive host server;

at least two incentive network servers, wherein an incentive network server comprises a network interface for receiving from a client device a request for access to incentives, and for communicating information about the request to the incentive host server; and

wherein the incentive host server comprises:

i) an incentive database for storing incentives;

ii) a registration module for receiving registration information from a client device,

and for transmitting a Unique ID (UID) to the client device that submitted the registration information for storage on the client device to enable the UID to be subsequently used in connection with requesting incentives from any of the incentive network servers within the incentive network;

iii) a network interface for receiving from any of the incentive network servers a

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request for access to at least some of the stored incentives, and for receiving with the request a Network ID (NID) associated with the incentive network server from which the request is received;

- iv) an incentive determination module for determining currently available incentives based on the NID and a UID of the client device from which the request was initiated; and
- v) means for transmitting information about the incentives determined to be currently available to the UID and NID combination.

58. *(New)* The incentive network of claim 57, wherein the information about the incentives determined to be currently available to the UID and NID combination is transmitted to a client device having the UID associated with the client device from which the request was initiated.

59. *(New)* The incentive network of claim 57, wherein the information about the incentives determined to be currently available to the UID and NID combination is transmitted to the incentive network server having the NID associated with the received request.